

Message Text

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PAGE 01 STATE 196177
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COMMERCE/PTO/RBOWIE

-----077353 180625Z /14
R 180148Z AUG 77
FM SECSTATE WASHDC
TO AMEMBASSY LONDON

UNCLAS STATE 196177

E.O. 11652:N/A

TAGS:EIND, UK

SUBJECT:TRADEMARK APPLICATION FOR BABY BUGGY

1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "BEAN" WERE SUCCESSFULLY REGISTERED AS A TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH "BEAN" ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2. IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL INTELLIGENCE ON PEND-
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ING TRADEMARK APPLICATIONS. THE USTA HAS INFORMED COMMERCE OF AN APPLICATION TO REGISTER THE TERM BABY BUGGY RECENTLY FILED IN THE UNITED KINGDOM.

3. ACTION REQUESTED: EMBASSY REQUESTED TO CONTACT APPROPRIATE OFFICIALS AND EXPRESS OBJECTION TO APPLICATION NO. B1054281 FILED BY ANDREWS MACLAREN LIMITED TO REGISTER

BABY BUGGY IN CLASS 12 FOR VEHICULAR PRODUCTS ON GROUNDS
TERM IS GENERIC AND NOT PROPERLY REGISTRABLE AS EXCLUSIVE
TRADEMARK. OPPOSITION PERIOD EXPIRES AUGUST
26, 1977. IF APPLICANT AGREES TO DISCLAIM EX-
CLUSIVE RIGHTS TO TERM BABY BUGGY AND SEEK REGISTRATION
ONLY OF LOGO AS DISTINCTIVE DESIGN, EMBASSY SHOULD IN
SUCH CASE NOT, REPEAT NOT LODGE OBJECTION. REPORT
ON RESULTS REQUESTED. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADEMARK APPLICATIONS, PATENTS
Control Number: n/a
Copy: SINGLE
Sent Date: 18-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE196177
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Document Unique ID: 00
Drafter: OIFI:FBP:JMLIGHTMAN/MMP
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Expiration:
Film Number: D770297-1002
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770848/aaaaboev.tel
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Review Exemptions: n/a
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Review Withdrawn Fields: n/a
SAS ID: 1559590
Secure: OPEN
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Subject: TRADEMARK APPLICATION FOR BABY BUGGY
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